

2010 Existing Business of the Year



Granada Coffee Company

Owner	Rocky Slaymaker
Nature of Business	Coffee shop. Retail, Catering
City	Emporia
County	Lyon
Phone	620-342-4001
Email	granadacoffeecompany@yahoo.com
Business Structure	Sole Proprietorship
Business Began	2002
Employees	4
KSBD Consultant	Lisa Brumbaugh & Jim Stephens

~ a place to restore your soul ~

"I believe the best advice that we received from the SBDC was that our business could survive in spite of all the changes that were occurring around the coffee shop with seven years of construction and with the economic challenges. The foundation of our business had all the right components to be successful. We needed the tools to help us sustain, modify, and then grow. SBDC provided those tools."

- **Bev Beers,
Manager and Barista**



**Emporia State University
Kansas Small Business
Development Center**

1200 Commercial Street
Cremer Hall, Room 130
Campus Box 1046
Emporia, Kansas 66801
Phone (620) 341-5308
www.emporia.edu/sbdc

Located in the restored French Revival Granada Theater in Emporia's theatre district, Granada Coffee Company is the passion of Rocky Slaymaker and devoted manager and barista Beverly Beers. Rocky worked in the California movie industry for 16 years and has a flair for design. He returned to Emporia in 2002 with a desire to revive his childhood memories and bring the Granada retail space back to life remodeling it with period décor and local memorabilia.

With a love of coffee, Rocky deliberated in selecting coffee types to serve his discriminating coffee customers. The first years were lean with the \$2.9 million theatre renovation in progress next door and difficult local economic conditions.

Additionally, during the Coffee Company's tenure, they have been through two other major renovations of their neighbors; one on each side. The loyal core of customers and great customer service has carried the business through. Rocky and Beverly take great pride in giving their coffee customers personalized attention.

Many current customers started with the Granada Coffee Company when the doors were first opened and continue to support the company with their patronage and more importantly their word-of-mouth accolades. Beverly is instrumental in hiring, training and supervising coffee baristas who are knowledgeable and personable. Service is critical in the competitive retail coffee business. The coffee tastes better when it is served by a smiling face, accompanied by a pleasant greeting. Other components of the business are a catering service and consignment gifts also managed by Bev.

After five difficult years, Granada Coffee Company reached out to the Emporia State University KSBDC. Consultant Lisa Brumbaugh helped to put the financial picture on track with honest and sound financial advice. The second adjustment was understanding and using the value of marketing. With the assistance of consultant, Jim Stephens, Bev has created an effective and efficient marketing program.

Rocky and Bev continually strive to improve the business. They also contribute tirelessly to the business health of other retailers and the Emporia community through the Emporia-Flint Hills Celebration, the Emporia Arts Council, Emporia Main Street, Camp Alexander, and the United Way. Voted, "The Best Coffee of the Flint Hills" from 2004 to 2010. Rocky and Bev have many reasons to celebrate!

Secret to Success

"Granada Coffee Company has always focused on customer service, quality products, a warm and clean environment, and drink consistency. Our staff is well trained, dedicated, and we all love what we do!"